

## Message Text

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PAGE 01 TOKYO 01114 260844Z

16

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 260804Z JAN 76

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 6348

INFO AMCONSUL FUKUOKA

AMCONSUL OSAKA KOBE

AMCONSUL SAPPORO

AMCONSUL NAHA

UNCLAS TOKYO 1114

E.O. 11652: N/A

TAGS: BEXP, AFSP

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 1977

REF: (A) STATE A-7369, DECEMBER 10, 1975, (B) TOKYO A-92,  
FEBRUARY 27, 1975

1. THIS MESSAGE CONTAINS EMBASSY'S RECOMMENDED MODIFICATIONS  
OF INITIAL FY 77 CCP PROPOSAL (REF B).

2. SECTION 1 - OVERVIEW WILL BE SIMILAR TO THAT CONTAINED  
IN FY 76 CCP, BUT WILL REFLECT NEW MARKET CONDITIONS, I.E.,  
ANTICIPATED ECONOMIC UPTURN DURING FY 77.

3. SECTION 2 - PERSONNEL RESOURCE LIST WILL SHOW POSITIONS  
DESCRIBED BY 76 CCP, BUT WILL FOLLOW NEW FORMAT TO SHOW  
SEPARATELY THOSE OFFICERS WHO CONTRIBUTE AT LEAST 20 PERCENT  
OF THEIR TIME TO E/C FUNCTIONS.

4. SECTION 3 - EMBASSY PROPOSES FOLLOWING PRODUCT CAMPAIGNS  
INCLUDED IN REF (B) REMAIN AS STATED, BUT MODIFIED  
SLIGHTLY TO REFLECT ANTICIPATED MARKET CONDITIONS: 1.1;  
1.2; 1.3; 1.5; 1.6; 1.8; AND 1.10.

5. RECOMMEND COMBINING TWO CAMPAIGNS, 1.4 (LABORATORY  
INSTRUMENTS) AND 1.7 (PROCESS CONTROLS) INTO SINGLE  
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PAGE 02 TOKYO 01114 260844Z

CAMPAIGN FOR SCIENTIFIC, LABORATORY AND PROCESS CONTROL

INSTRUMENTS. BELIEVE THIS COMBINATION WOULD RESULT IN MORE EFFICIENT UTILIZATION OF EMBASSY RESOURCES. JUSTIFICATION: U.S.-MADE PRODUCTS DOMINATE JAPANESE IMPORTS OF ADVANCED SCIENTIFIC, AND LABORATORY EQUIPMENT, INCLUDING LASERS AND ANALYTICAL INSTRUMENTS, AND OF PROCESS CONTROL INSTRUMENTS. MARKET RESEARCH INDICATES JAPANESE MARKET FOR ALL THESE TYPES OF INSTRUMENTS SHOULD GROW RAPIDLY IN THE NEXT FEW YEARS AND U.S. SUPPLIERS SHOULD FIND INCREASING SALES OPPORTUNITIES. DURING CAMPAIGN YEAR, PARTICULARLY IN CONNECTION WITH TWO USMC EXHIBITIONS ON RELATED PRODUCTS, MISSION WILL UNDERTAKE SPECIAL EFFORTS TO ASSIST U.S. FIRMS TO ENTER MARKET AND DISSEMINATE INFORMATION AMONG JAPANESE IMPORTERS AND END-USERS ON NEW TECHNOLOGICAL ADVANCES BEING MADE BY U.S. INDUSTRY. HIGHLIGHTS: CALL CAMPAIGNS IN CONNECTION WITH TWO USMC EXHIBITIONS (LASERS AND ELECTRO-OPTICAL EQUIPMENT; LABORATORY INSTRUMENTATION). PROMOTION OF JAPANESE ATTENDANCE AT INTERNATIONAL SCIENCE ENGINEERING FAIR IN U.S.

6. RECOMMEND DROPPING CAMPAIGN 1.9, AVIONICS AND GROUND SUPPORT EQPT AND SHIFT RESOURCES TO NEW CAMPAIGN: AUTOMOTIVE PARTS AND EQPT. DROPPING OF TENTATIVELY SCHEDULED FY 76 TC AVIONICS SHOW, U.S. DOMINANCE IN AVIONICS MARKET, AND PROBLEMS EXPERIENCED IN TRYING TO MEET FY 76 TARGETS ARE REASONS FOR RECOMMENDING DELETION CAMPAIGN 1.9 DURING FY 77. JUSTIFICATION: PRESSURED BY SOARING RAW MATERIAL PRICES AND RISING WAGES, JAPANESE AUTOMOBILE MANUFACTURERS ARE BEGINNING TO TURN TO U.S. SOURCES OF SUPPLY FOR PARTS AND EQUIPMENT FOR BOTH DOMESTIC AND EXPORT MODELS. IMPORTS OF AUTOMOTIVE PARTS AND EQPT DURING 1974 AND 1975 (APPROX DOLS 51 MILLION) WERE ALMOST DOUBLE 1973 LEVEL (SEE TOKYO A-507 OF OCT 30, 1975).

THE TREND TOWARDS FOREIGN SOURCES OF SUPPLY SHOULD REMAIN UNCHANGED, AS JAPANESE AUTO INDUSTRY SEEKING EVERY MEANS TO CUT COSTS. THIS SHOULD PROVIDE ADDED OPPORTUNITIES FOR U.S. SUPPLIERS. HIGHLIGHTS: MARKET STUDY TO IDENTIFY NEW PRODUCT AREAS, UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TOKYO 01114 260844Z

ATTEMPT ORGANIZE BSP, ORGANIZE CATALOG SHOW, ENCOURAGE JAPANESE BUYERS TO VISIT RELEVANT U.S. FAIRS.

7. ADDITIONAL CAMPAIGN RECOMMENDED IS TRAVEL TO THE U.S.A., WHICH WILL BE SIMILAR TO THAT FOR FY 76 CCP.

8. NON-CAMPAIGN ACTIVITIES WILL BE THOSE RECOMMENDED REF (B).

9. EMBASSY WORKING WITH CONSTITUENT POSTS TOWARD  
GREATER INTEGRATION OF THEIR E/C ACTIVITIES INTO CCP  
CAMPAIGNS.  
HODGSON

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